

ESHENBAUGH Report

Inside this issue:

TIMING	1
New Retail Site	1
Embassy in Ireland	2
Trip to UK	2
Featured Properties For Sale	3
Pinellas Sites	3
Highland Park Town Center	4

Outlook
 for
 remainder of
 2006

Timing, Timing, Timing

Used to be, basic real estate taught us that the three fundamentals of real estate are, "**location, location, location**". While it's true superior locations will win over time, I've been teaching and preaching for a decade that for land specialists, the three equally important fundamentals are, "**timing, timing, and timing**".

Land prices in central Pasco County climbed all the way to \$10,000 an acre in 1986. Then, tax laws and credit regulations changed and plunged us into a deep real estate recession.

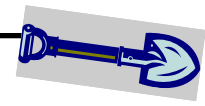
Many European investors paid top dollar for their land in 1986, only to see the land market drop prices to as low as \$2,500/acre in the early 1990s. One property I sold in 2001, for slightly over \$10,000/acre, made my sellers very happy to get their capital back, having paid about \$10,000/acre over 15 years earlier. Naturally, this didn't give them any return on their investment, but they were thrilled to stop paying taxes and have their initial investment back.

By the mid-1990s, the Wall Street investors looked poorly on publicly traded builders if they held land on their books. It was an

illiquid asset that depressed the return on investments. As the housing market heated up and builders acquired more land, land prices started to rise. The investors started looking favorably on the land positions builders held because the land was worth more than the builders paid for it. Today, many builders have terminated their land positions. Wall Street investors are evaluating not only how much land builders hold, but when they bought it. Those who bought most of their land in 2003-2004 are treated more favorably by Wall Street than those who bought land in 2004-2005.



New Retail Location



Shown to the right is a newly listed 10.59+ acre commercial site off of SR 56 at the entrance to Seven Oaks. This location is one of only a few in the New Tampa marketplace and is entitled for 103,000 square feet of retail development. Call Ryan Sampson for details.



What's ahead for the last quarter 2006?

Most of us have read the reports; housing sales down, starts are off, median house prices dipping in many markets, consumer confidence down. Ugly!

In retrospect, our industry built a lot of the real demand for 2006, but it was sold to investors in 2004 and 2005. The good news is that we continue to create jobs in the Tampa Bay area and while the 2005 boom has waned, many agree it was a year of unsustainable level of sales.

We think the remainder of 2006 will find builders hustling to move land off their books or terminating contracts at the prices agreed to in 2005. In fact, we expect a few cases of serious price discounts for year- end closings in order to clear asset holdings.



Lynda Keever & Bill Eshenbaugh

This summer, my wife Lynda Keever (Publisher of *Florida Trend Magazine*) and I had a working trip with Enterprise Florida, a public-private partnership to promote Florida business. We accompanied Governor Bush and Florida business

leaders to England, Scotland, and Ireland on a 6- day whirlwind trip to promote business opportunities between Florida and the UK.

We're pictured here at the U.S.

Ambassador's home in Dublin leaving a reception with about 200 Irish business leaders. Other highlights included lunch at the U.S. Ambassador's home in London, a reception in Edinburgh, Scotland and the Farnborough Air Show outside of London.

Thanks from Bill

Eshenbaugh,

Ryan Sampson, and

Nancy Surak



New Opportunities and Closings

New Listings

23 Unit townhouse site, Dunedin Causeway near St. Joseph Sound, Dunedin, \$2,650,000

Potential seniors care and townhouse site, Keystone Road, Tarpon Springs

Site for 202 homesites, near Crystal River, Citrus County. (\$25,000/unit)

Town Center, Mixed Use Residential over Retail, Office Use at Highland Park, \$9,700,000

Single Family approved site for 105 single family homesites, Brooksville off SR 50 priced at \$27,500/unit

26 Unit Condo project, on water at Island Way, Clearwater, \$6,995,000

Fortune and Florida Ave., Tampa mid-rise site in north end of Central Business District at \$75/SF

Closings

Closed: Channelside sale of 25,000 square feet of land \$3,500,000

Closed: Homesites at River Bend from Metro to M/I Homes, Lennar Homes.

Closed: Homesites at Oak Landing to Mercedes Homes.

If we can help you, please give us a call at 813-287-8787.

Featured Properties



Island Way (Left)

Florida Ave. & Fortune Site

(Right)



Featured Properties

The Island Way site in Clearwater (above left) is approved for a 26 unit condo project on the Intercoastal Waterway. It is also approved for docks. For the opportunity to develop this superior location, give us a call.

Above right is a new listing for a site in the CBD area of Tampa. Many of you will recognize it as the former Goody Goody's restaurant location just north of the Federal Courthouse. This location can likely support a mid-rise rental or condo project. It enjoys a location across from the new HART transportation hub.

Featured Properties

- Island Way
- Goody Goody Site
- Brooksville "Oakbrook"
- Dunedin Causeway

Shown below is the aerial of a project approved for 105 single family homesites. It's located off SR 50 in Brooksville.



Pinellas County Opportunity



Development Site on the Causeway in Dunedin, FL

The site shown on the left is a 23 unit townhouse site just west of Alternate 19 on the Causeway in Dunedin. Plans are in hand for the development of 3 stories over parking and roof decks. Some views are across St. Joseph Sound. Call for a marketing package on this new one in Pinellas County.

Eshenbaugh Land Company
Licensed Real Estate Broker
Bill Eshenbaugh, ALC, CCIM

ADDRESS & PHONE:

2502 N. Rocky Point Drive, Suite 675
Tampa, FL 33607
Phone: 813-287-8787
FAX : 813-287-8785

www.TheDirtDog.co

Email:

Bill@TheDirtDog.com

"The Dirt Dog"

Unleash The Dog



3rd QTR 2006

Founded in 1992, Eshenbaugh Land Company specializes in site selection for residential communities, apartment development, assemblage, retail corners, and "hot" trends. For land brokerage, consulting, and specific assignments, please call Bill Eshenbaugh on his cell phone at 727-410-9595.

Bill is a Senior Instructor for the Realtor Land Institute (RLI) and is the co-author of their course "Site Selection".

The first class set for 2007 is Site Selection in Tampa, FL, at the end of April 2007.

Bill also teaches, "Introduction to Land Brokerage". Check the www.Rliland.com website for dates and places.

Bill Eshenbaugh, ALC, CCIM, President

Ryan Sampson, Land Specialist, Extension 4

Nancy Surak, Land Specialist, Extension 5

Properties For Sale: Call **Bill Eshenbaugh, Cell 727-410-9595** email: Bill@TheDirtDog.com



**New Urban In-fill & Mixed Use
Highland Park Development Site
of 10.23 acres in Tampa.**

We were fortunate to list a mixed use opportunity named **Highland Park**, part of the community on Racetrack Road. Our segment is entitled for residential units over retail, live-work units, office, day care, restaurants, and the allied support needed for the community. The master planning is completed as is the installation of perimeter streets, utilities, and general site preparation. The theme is well established with lighting, brick pavers, and architectural guidelines. The entire package of land and entitlements is priced at \$9,700,000.

Please call Bill for a package at 813-287-8787.



© Copyright 2006. All rights reserved.
Eshenbaugh Land Company